MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016 SESSION

PWC1010 – WORKPLACE COMMUNICATION

(All sections)

11 MARCH 2016
3.00 p.m. – 5.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **EIGHT** pages with **FOUR** sections only.
2. Answer **ALL** questions.
3. Shade your answers for **SECTION A** and **B** on the OMR sheet.
4. Write your answers for **SECTION C** and **D** in the Answer Booklet.

SECTION A: MULTIPLE CHOICE [20 MARKS]

Instructions: Answer **ALL** questions. Choose the best option given for each of the questions in this section. Shade your answers on the OMR sheet.

1. In the communication process, all of the following occur **EXCEPT** _____.
   A. the sender has an idea
   B. the receiver has an idea
   C. the sender transmits the message
   D. the receiver decodes the message

2. During a presentation, the audience can usually remember _____.
   A. one major point
   B. six to seven major points
   C. three to four major points
   D. any number, as long as the points are clear and emphatic

3. When the correct lines of communication are not used, it often results in _____ communication.
   A. upward
   B. grapevine
   C. horizontal
   D. downward

4. Selva has just joined the call center with Standard Chart. He often needs help from his team members. The senior team members provide him suggestions and advice on how he could handle his calls in a more effective manner. Over the course of the next few weeks, Selva applies what he learnt from his seniors.

   The above is an example of good _____ skills.
   A. interpersonal
   B. intrapersonal
   C. communicative
   D. mass communication

5. How does an executive summary differ from a synopsis? An executive summary _____.
   A. is aimed at a particular audience
   B. is informative rather than descriptive
   C. is a fully developed "mini" version of the report itself
   D. does all of the above

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6. In western countries, people perceive silence as negative. However, in Japan, silence is admired and considered a key to success. This shows how _____ can influence _____ communication.
   A. ambiguity; mass
   B. culture; nonverbal
   C. nationalities; public
   D. ethnicity; intrapersonal

7. The following are reasons why circular letters are sent **EXCEPT**
   I. Announce restructuring
   II. Introduce new product lines
   III. Inform staff of new policy matters
   IV. Announce opening of a new office/branch

   A. I, II
   B. I,III and IV
   C. I,II,III and IV
   D. All of the above

8. The tone of a business message is conveyed primarily through _____.
   A. sentence length
   B. sentence structure
   C. words and phrases used
   D. document design and layout

9. The following are some guidelines to answer the interview question, "What are your greatest weaknesses?" **EXCEPT**
   A. Describe a weakness so that it sounds like a virtue
   B. Show how the weakness works to the employer's advantage
   C. Identify a weakness which is not essential for success in the job
   D. Be honest and describe a weakness that can affect work performance

10. We communicate to meet _____ by talking with others, listening and responding to what they say, sharing thoughts and feelings online, watching films together, and working on project teams.
    A. social needs
    B. safety needs
    C. physical needs
    D. self actualisation

11. Which of the following statements about meetings is most accurate?
    A. Less capable staff need more meetings so that they can follow instructions better.
    B. Business people prefer to have meetings because they see that meetings are opportunities for professional growth and recognition.
    C. Briefing meetings are the most important and brainstorming meetings are the least.
    D. As businesses become more team-oriented, people attend more meetings than ever.

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12. Sonia believes that all vegetarians are peace-loving and healthy. Sonia's belief is an example of _____.
    A. stereotyping
    B. self-concept
    C. discrimination
    D. social comparison

13. The format of a report is governed by _____.
    A. the writer's organisational strategy
    B. the time allotted for the report project
    C. its length, topic, audience and purpose
    D. the knowledge and expertise of the writer

14. Setting boundaries will let co-workers know how to behave around you. No one is a mind reader. Let people know your expectations, likes and dislikes. Boundaries add clarity to relationships and limit unwelcomed behaviours and interactions.
    This is an example of _____ communication.
    A. passive
    B. assertive
    C. aggressive
    D. passive-aggressive

15. One of the popular interrogation techniques is to intimidate the individual by getting very close to him physically. Then, when he is helpless, try to exploit his vulnerability and discomfort to extract information. This is an example of _____.
    A. gestures
    B. proxemics
    C. chronemics
    D. social distance

16. Which of the following is **TRUE**?
    I. Dealing with colleagues can be the biggest challenge and reward for employees.
    II. Businesses gain competitive advantage by spending time developing employees.
    III. Development of interpersonal and networking skills in the workplace results in "win-win" outcomes only for the employer.
    IV. Companies that do not invest in retaining key employees and motivating team members can put the business in a perilous position.

    A. I and III
    B. I, II and IV
    C. II, III and IV
    D. All the above

Continued...

17. Which of the following beliefs about communication is **TRUE**?
    I. Good communicators are born, not made.
    II. Fear of public speaking is detrimental and must be eliminated.
    III. Partners in close relationships should not have to explicitly communicate needs and wants.
    IV. Interpersonal or group conflict is a reliable sign that the relationship or group is in trouble.

    A. I and II
    B. I, II and IV
    C. II, III and IV
    D. None of the above

18. Racial stereotyping and biases about a person can influence communication between individuals. This is an example of _____ noise.
    A. physical
    B. technical
    C. physiological
    D. psychological

19. If we feel anxious and drained after a series of negotiations, we may judge that we lack the skills to become a good negotiator. This is an example of _____.
    A. social modelling
    B. mastery learning
    C. social persuasion
    D. emotional arousal

20. Which communication channel has the following advantages and disadvantages?

▪ Cost effective ▪ Information is distributed simultaneously to employees ▪ Stale news or news that is centric to one specific group ▪ Difficulties in finding relevant information ▪ Information overload

    A. e-mail
    B. reports
    C. intranet
    D. meeting minutes

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SECTION B: TRUE/FALSE [10 MARKS]

Instructions: Answer **ALL** questions in this section. Shade (A) if the statement is TRUE and (B) if the statement is FALSE.

21. People with low self-esteem may prefer using e-mails in communicative situations involving personal risk.

22. Sending e-mail jokes and chain letters should be avoided in a business setting.

23. Questionnaires are not widely used in business today as there is no way to tell how truthful a respondent is being.

24. A business report from the branch manager of a company to the managing director of the company is an example of vertical communication.

25. The formality of the salutation in a business correspondence depends on your relationship with the receiver.

26. Standing up for what you believe in and not allowing oneself to be pressured by others is one of the methods to improve self- esteem.

27. There must be a complimentary close at the end of a memorandum.

28. According to Maslow, the most abstract human need is physical needs.

29. When you make a routine request, you anticipate that your audience will comply.

30. Nonverbal communication can outweigh words and influence the way others perceive us.

31. How we structure and use time tells observers about our personality and attitudes.

32. Culture is one of the factors which contribute to people's perceptions of how proxemics should be used.

33. People who affirm their capabilities, strengths and good qualities perform at the same level than those who oppress themselves with negative self-dialogue.

34. The more you communicate, the better your communication will be.

35. Face-to-face conversation is a richer medium than a written report or proposal.

36. Personal empowerment is a static thing that you can only do once in your life.

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37. It is quite possible for someone who is good at something to have poor self-esteem, while someone who struggles at a particular topic might have good self-esteem.

38. E-mails and memos are written to inform employees, request data, give responses, confirm decisions and provide directions.

39. Violating the dress code in the workplace by dressing too informally or formally can block an employee from acquiring more power.

40. An employee who initiates a conversation with another team member about the weaknesses of a common boss and to encourage negative commentary is an example of someone with low self esteem.

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SECTION C: CASE STUDY [18 MARKS]

Instructions: Read the following case and answer the questions that follow.

On April 11, 2015, mass riots involving 5,000 workers broke out at a manufacturing plant in Johor where the riots were the result of an escalating brawl between assembly line workers and security guards. Although it is unclear what exactly sparked the fight, workers said it is well-known that Foxconn security guards are often domineering and aggressive toward assembly-line workers. The unrest also came as workers from Foxconn's other manufacturing facilities in Penang and Kelantan were transferred to the Johor facility on a short notice to learn how to assemble Apple's iPhone 5. These new transfers were less tolerant of the security guards.

In addition, the months preceding the riot, the factory had discovered a few active cases of tuberculosis (TB) among the migrant employees and decided to administer the tuberculin skin test on all the employees. All Foxconn factories completed the TB testing without major problems. At the Johor facility, the employees from Bangladesh informed the warden that their religion prohibited skin testing and that they would not participate or comply. The manager met with the group leader and told them that they would have no choice and that it would be "my way or the highway". The Foxconn management staff met on a Thursday and decided they would do the skin testing by force if necessary. The next day, Friday, memos about the skin testing were drafted and requisitions for extra supplies were prepared, most of which were typed by the clerical staff. The factory workers knew that the testing would be carried out on Monday morning.

During the riots, factory officials were communicating intermittently with media representatives in a briefing area. When the media asked the company representative, Bakar Junid about the riots, he refused to provide any information on the matter. Workers interviewed, however, seemed to be unanimous in their negative opinions of Foxconn's security guards. They alleged the security guards would sometimes bully or berate employees for not following proper procedures. This includes smoking in non-smoking areas, forgetting to bring an ID card to pass the security checkpoint, or bringing friends onto the employee-only areas.

a. Discuss the **3** communication barriers that led to the riots. (6 marks)

b. Suggest **3** ways the above communication barriers can be overcome. (6 marks)

c. Rumour control among the Foxconn employees and the public was an on-going challenge during the riot. If confronted with such a situation, how would you address the rumours? (3 marks)

d. How was the confidentiality of information breached in this situation? (3 marks)

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SECTION D: WRITTEN COMMUNICATION QUESTION [12 MARKS]

Instructions: Write an adjustment letter of about 200 words based on the situation below.

You are the manager of Zena Mobile, a company that provides telecommunication services. Recently, the company received a number of complaints from its customers. A comprehensive investigation was conducted by the management and three main concerns from the customers were identified.

- Overcharged phone bills
- Loss of coverage during peak times in major cities
- Unsatisfactory 24-hour customer helpline services

You may invent necessary details.

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